



Information and Privacy  
Commissioner/Ontario

Commissaire à l'information  
et à la protection de la vie privée/Ontario

## *Media Notice*

January 18, 2011

### **Businesses take the *Privacy by Design* Challenge: Premier conference to demonstrate how businesses, large and small, can meet objectives *and* protect privacy: Commissioner Cavoukian**

TORONTO – Ongoing technological advances enable organizations to amass detailed records of our behaviour, activities and interests says Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian. At issue, says the Commissioner, is how organizations bring business practices into alignment with consumer expectations and provide assurances that their personal information is being protected.

The ability to meet legitimate business goals *and* protect privacy will be demonstrated at the Commissioner's third annual *Privacy by Design* Challenge event – *Privacy by Design: Time to Take Control* – at the Toronto Board of Trade on January 28, *International Privacy Day*.

An international roster of business and privacy leaders has taken up Dr. Cavoukian's challenge to share their experiences on applying *Privacy by Design*, the made-in-Ontario framework for embedding privacy into the architecture of technologies and business processes, right from the outset. *Privacy by Design* gained widespread international acclaim in 2010, including its adoption by the International Data and Privacy Commissioners at their annual meeting, as well as support from the European Commission and the U.S. Federal Trade Commission.

As well as presentations, there will be a demonstration area at the event, where you can learn about a variety of new privacy-enhancing technologies and services, including many from local businesses.

This morning conference starts with breakfast and registration from 7:30 to 8:30 a.m., followed by the program from 8:30 to 11:30 a.m. More information, including registration details, is available at [www.privacybydesign.ca/events](http://www.privacybydesign.ca/events).

You can follow the special conference on Twitter [@embedprivacy](https://twitter.com/embedprivacy).

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